

Profitable Printing Solutions For Your Business

The 2018 Print2Profit Easter Egg Hunt Is On!

Count the Eggs & WIN

A FREE PULL UP BANNER

We hope everyone had a Happy Easter and enjoyed the long weekend plus a little bit of chocolate too!

We've had a great response each year and lots of fun with our Easter Egg competition in the past so please join in this year. It's a fabulous opportunity to go into the running to win a **FREE Pull Up Banner**. Simply count the number of eggs in

this newsletter, let us know your answer and you'll be in the draw.

To enter simply SMS your NAME and the number of eggs to **0421 082 556** or EMAIL the number of eggs to simone@carissprinting.com.au

We'll draw the winner at the end of April – in time for our May newsletter - but enter straight away or you might forget and miss out!

In This Issue

- Congratulations Con.
- Staying Ahead Of The Competition
- Mother's Day is coming – will you be ready to profit?
- Find The Easter Eggs and Win Big!



Quotes of the Month

Many who have had an opportunity of knowing any more about mathematics confuse it with arithmetic, and consider it an arid science. In reality, however, it is a science which requires a great amount of imagination.

—Sofia Kovalevskaya

Health is the greatest gift, contentment the greatest wealth, faithfulness the best relationship.

—Buddha

The foundation of success in life is good health: That is the substratum of fortune; it is also the basis of happiness. A person cannot accumulate a fortune very well when he is sick.

—P. T. Barnum

You're never perfectly safe. No human being on Earth ever is or ever was. To live is to risk your life, your heart, everything.

—Rick Yancey

Getting to the top is optional. Getting down is mandatory.

—Ed Viesturs

I do not know anyone who has got to the top without hard work. That is the recipe. It will not always get you to the top, but it should get you pretty near.

—Margaret Thatcher

I've got a theory that if you give 100 percent all of the time, somehow things will work out in the end.

—Larry Bird

We are at the very beginning of time for the human race. It is not unreasonable that we grapple with problems. But there are tens of thousands of years in the future. Our responsibility is to do what we can, learn what we can, improve the solutions, and pass them on.

—Richard Feynman

Jump-start Innovation in Your Organization

Whether you're a manager or a front-line employee, you can't afford to take innovation for granted. Take an active role in inspiring new products and services with these strategies:

Start close to home. You don't have to design a brand-new product or come up with a revolutionary idea. Improve on what already works, or apply it to a different problem. Can you add features, make it faster, or deliver more value?

Stimulate the right people. Recruit your malcontents—employees who are talented, but frustrated with the status quo. Their energy will produce some outside-the-box thinking that will spark new ideas.

Cross-pollinate. If only engineers are working on a project, they'll tend to see engineering problems and find engineering solutions. Get as many people and departments

actively involved as you can manage. Bringing in different experiences and perspectives will open up possibilities.

Don't just follow the money. Revenue is your ultimate goal, naturally, but it shouldn't be your sole criterion. Innovation should produce value to customers, employees, the community, and your other stakeholders. Focus on delivering value and the revenues will follow.

Set the clock ticking. A deadline creates urgency. Although innovation in general should be an ongoing endeavour, set a firm timeline for results when employees are working on specific projects. Don't expect solutions to be perfect, as long as they're workable and you're able to implement them while they're still fresh.



Three Ways To Drive Customers To Your Business This Mother's Day (And Rake In The Profits)



By Blair Cariss

Mother's Day is a key date that should be on the marketing calendar of all small and medium businesses every May.

There is a tremendous opportunity to boost sales for almost any industry.

Let's take a look at a few print marketing strategies that you might be able to apply to your business.

GIFT GUIDES and CATALOGUES

Catalogues are not just for the big players in town. The big guys continue to print and distribute catalogues, even in this ever increasing digital age. They are a consistent high performer with excellent ROI.

A smaller scale option is to put together 5 or so of your best-selling products that mums will love. Print them on a postcard with some professional pictures, a powerful headline and direct people to your website or shop. Last minute shipping offered will be an added

incentive to the time poor who hate going to the shops.

Do a letter drop to local households and don't forget your database (that you are constantly growing right?) and follow-up with a reminder email. Repetition and consistency is key here. A second postcard at the last minute will be worth it if time permits.

LOCAL FLYER DROPS

Mother's Day is an awesome opportunity for restaurants, cafes and even reception venues. A simple DL flyer promoting breakfast, lunch and dinner sittings on the day plus a discount/glass of bubbles/free coffee for mum within a couple of weeks can get people coming in well past the day.

On the flip side of your flyer promote a gift voucher for your restaurant to cover the gift giving angle too.

Use a flyer drop for any type of business offering a discount for all the mums for the month of May. Or a

special gift. Whatever works for your business.

BROCHURES & GIFT VOUCHERS

Most mums that I know love a good pampering, so the beauty industry lends itself beautifully to Mother's Day marketing. Revamp your standard brochure to have a section that you can mix up offers throughout the year. Mother's day, Valentine's Day, Father's day, Christmas etc. This makes it an economical option as the core part of your brochure remains the same but your offering is fresh and current.

Vouchers are also popular gift ideas but make sure your business doesn't come across cheap and unprofessional with a home printed voucher and product list. Mums will appreciate a well presented gift which doesn't look like it's been thrown together at the last minute (even if it has).

Consider a post Mother's day promotion too for mums who didn't get the ultimate pampering experience they so desperately wanted & deserved. That toaster just didn't cut it this year... Be creative with your copy to make sure they know that they deserve better, even if they do have to purchase it for themselves.

You've got plenty of time to get your print marketing into the hands of your clients before Mother's Day next month. All Mother's day related printing will get a free bottle of bubbles to share with your mum – or keep for yourself – we won't tell anyone.

Make sure you let me know if you want the free bubbles when you order. Call 1300 85 77 85 or email me direct on blair@carissprinting.com.au



We're Looking For YOU

We're on the lookout for client spotlight stories where you've done great things with the printing you had produced with Cariss Printing. No matter how big or small your business or print run is we want to hear from you.

Please email simone@carissprinting.com.au with your story (don't be shy).



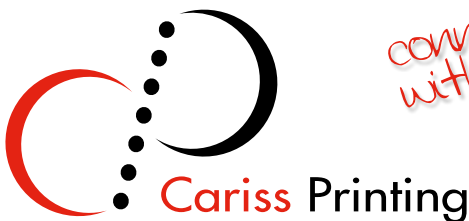
We wanted to congratulate our head printer Con on his wedding earlier in the year. The amount of food at a Greek wedding left us overwhelmed and overindulged! Here is a few of the team enjoying the festivities.



Left to right – Mike, Paul, Blair and Con. Congratulations Con and Maria.

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